

State Fair Park Committee Meeting

August 14th 2020

2020 Fairpark Corporation Business Review

By all accounts 2020 was going to be a record breaking year for the corporation.

- The number of large multi day events under contract for 2020 exceeded forecast and prior year
- Venue bookings were up significantly over 2019. 80% of our assets were under contract as early as September 2019 for our peak 2020 season. (warm months)
- Gross profits were up 11.8% over 2019 through February

2020 Fairpark Corporation Business Review

Business was proceeding to plan when out of know where the unexpected happened. A world wide pandemic arrived on our shores.

Mitigation efforts to control the spread were implemented. The event business was completely shut down, and for the most part remains that way today.

Both large and small events were strictly prohibited. Event organizers quickly canceled their events and requested refunds.

To date over 45 events have cancelled. We fully expect this number to increase before the year is over.

2020 Cancellations

Dates	Facility Rentals	Estimated Parking	Estimated F&B	Ancillary Rental Items	Notes		
28-Mar	4,500.00				canceled		
28-Mar	200.00	3,000.00			canceled		
11-Apr	4,200.00				canceled		
7-Apr	6,700.00				canceled		
19-Apr	2,400.00				canceled		
23-Apr	8,000.00	1,000.00	200.00		canceled		
25-26 Apr	200.00	3,000.00			canceled		
2-3 May	5,000.00	3,000.00	300.00	900.00	canceled		
6-7 May	1,800.00				canceled		
9-May	3,200.00	1,000.00			canceled		
20-May	4,700.00		500.00		canceled		
23-May	6,200.00				canceled		
23-May	2,800.00			1,000.00	canceled		
23-May	200.00	3,000.00			canceled		
24-May	5,500.00	3,500.00	9,000.00		canceled		
30-May	4,500.00	1,500.00		1,000.00	canceled		
31-May	6,600.00		1,000.00	1,200.00	canceled		
6-Jun	5,350.00				canceled		
7-10 Jun	11,450.00				canceled		
12-14 Jun	17,000.00	10,000.00	9,000.00	5,000.00	canceled		
13-Jun	1,300.00				canceled		
20-Jun	19,000.00	5,000.00	6,000.00	2,000.00	canceled		
26-27 Jun	13,400.00				canceled		
26-Jun	19,000.00	7,000.00	9,000.00		canceled		
27-28 Jun	5,500.00	3,500.00	9,000.00		canceled		
3-5 Jul	8,254.00				canceled		
10-11 Jul	9,000.00	3,500.00	300.00		canceled		
11-12 Jul	5,352.00	1,000.00	200.00		canceled		
21-25 Jul	100,000.00				canceled		
1-Aug	15,000.00	9,000.00	10,000.00	1,500.00	canceled		
7-9 Aug	16,990.00	17,000.00	6,500.00	5,000.00	canceled		
15-16 Aug	24,500.00	7,000.00	10,500.00	5,000.00	canceled		
21-Aug	4,830.00				canceled		
22-Aug	9,000.00	3,500.00	300.00		canceled		
23-Aug	5,500.00	3,500.00	9,000.00		canceled		
11-12 Sep	79,151.50			32,000.00	canceled		
25-Sep	4,280.00				canceled		
25-Sep	3,700.00				canceled		
25-26 Sep	310,000.00	3,500.00	35,000.00	53,600.00	canceled		
10-Oct	4,790.00				canceled		
10-Oct	11,000.00	3,600.00	4,500.00	2,000.00	canceled		
14-Nov	4,500.00	1,500.00		1,000.00	canceled		
29-Nov to 24-Dec	49,500.00	17,500.00	5,000.00	3,000.00	Canceled		
	824,047.50	115,100.00	125,300.00	114,200.00			
				Total to Date:	\$ 1,178,647.50		
	\$275,000.00				\$ 1,453,647.50		

2020 Fairpark Corporation Business Review

Summary Profit and Loss January through June

- Fortunately we qualified for pay roll protection (231,900.00)
- Year to date gross profits down 33% (w/PPP) our gross profit without aid would be down 55%
- Year to date event expenses are down. Utilities are on budget however Water is up significantly over prior year.
- Net Ordinary income is down 10.8% (**47,254.56**) Minimal revenue will be recorded in July and August.

“A September to Remember”

Objective; modify the state fair ensuring that the event is aligned with state, city and county guidelines

- Limit the number of guest to a maximum of 6,000 at any one time. (Staff excluded) Hopefully we can re-visit numbers if our positive counts continue to decline.
- The Fairpark main body is 68 acres, and purpose built to host events. A typical fair routinely accommodates crowds upwards to 45,000.
- We would utilize digital ticketing to capture information for contact tracing and eliminate paper tickets. We will encourage cashless transactions, and will launch a new app that will allow guest to order and pay for their food eliminating the need to stand in lines. (grab and go)
- Our focus will be on providing badly needed assistance to our youth live stock programs throughout the state. We will host livestock fitting, and showmanship and the Jr livestock auction. We canceled the “open” livestock show as it attracts too many out of state exhibitors.
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- The highly modified fair will showcase our educational agriculture exhibits including Barn Yard friends. A variety of farm animals will be on display along with competitive exhibits submitted by members of 4-H and FFA.
- Large arena concerts have been canceled and rescheduled for 2021. Sadly we will not be accepting competitive entries.

“A September to Remember”

I. Objective; modify the state fair ensuring that the event is aligned with state, city and county guidelines

Continued

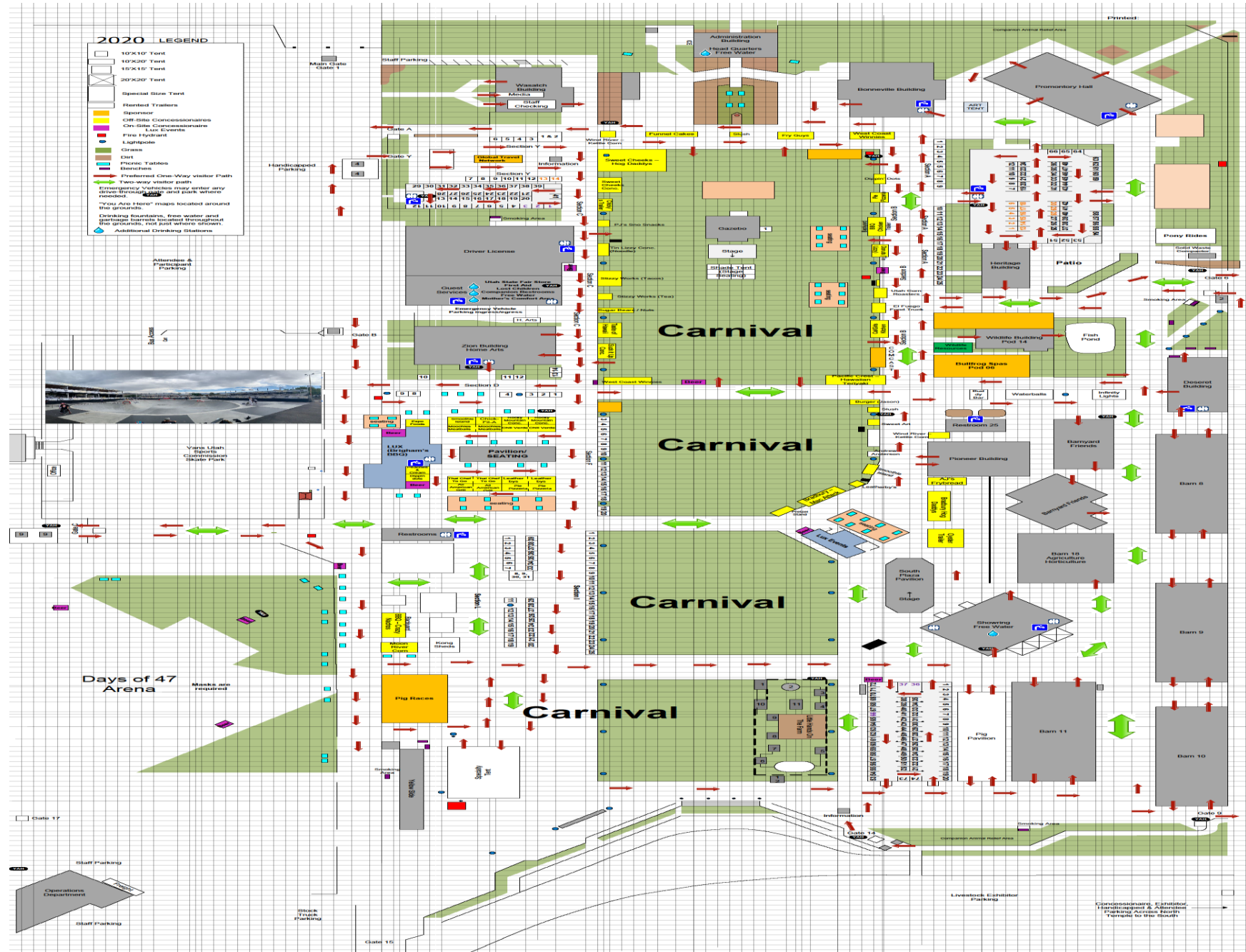
- What's a fair without fair food! We reduced the number of food vendors by 50%. This will allow us to space booths further apart providing more room for social distancing
- The number of commercial vendor booths have been significantly decreased allowing more room for social distancing
- We will offer a limited number of rides along with a small midway (social distance rules will apply)
- Sadly there will be no live cooking demonstrations
- We do plan on hosting the annual Utah's Own Rodeo, Monster trucks and demo derby inside the Days of 47 arena. Pod seating will be used to create a minimum of 6 feet space in between family groups. Audience size will be reduced to meet state, city and county guidelines.
- Support local touring artists. Many are unable to travel preventing them from earning income. We will host a different performer each night and ask that they play to very small crowds.
- Our industry has been hit extremely hard and without our support many local artists may not survive
- Many iconic fair events have been or will be cancelled. For example, The ice cream social and beef feast have both cancelled.

Employee and Guest Safety Continued

We developed a comprehensive plan to manage employee and guest safety. Along with a detailed “WAY” map that will help guest navigate the park while maintaining social distancing requirements.

- All employees will be required to complete a daily health questionnaire, along with daily temperature checks.
- Employees and all vendors will be required to wear face covering.
- Employees and vendors who exhibit symptoms will be asked to self quarantine for 14 days or take a Covid-19 test and provide leadership with proof of a negative test before being allowed back on the grounds.
- All Performers will be required to complete a daily health questionnaire along with daily temperature checks. Out of state performers could also be subjected to a brief conversation with qualified health professional. And submit proof of negative Covid - 19 test before leaving their home state and within one week of departure

Employee and Guest Safety Map



Employee & Guest Safety Continued

- COVID-19 SAFETY AND HEALTH GUIDELINES

- I. **Vendors Check-in**

- We will continue to issue tickets and parking passes to vendors accordingly
 - Vendors will sign up for appointments during the prior three days of the Fair – we estimate that we can safely check-in 10 vendors every 15 minutes
 - Vendors will be contacted via email and phone call to schedule their appointments
 - Use calendly.com for easy and user-friendly appointment scheduler
 - Vendors can also opt to receive their passes and parking passes by certified mail 2 weeks prior the Fair
 - Check-in station will be placed outside by the Administration building in the Board members tent
 - Three attendants are needed to check-in the vendors to provide necessary breaks and meet the workflow
 - Vendors and staff are required to wear masks, attendants will also be required to wear gloves
 - No cash transactions will be accepted, all vendors must acquire insurance, electrical and extra passes online via the vendor portal
 - Social distance must also be exercised when queuing lines as they wait for their turn, respecting 6 feet distance between them
 - Vendors that don't have an appointment can sign-up on site through a QR code and they will receive a text when it's their turn

Employee & Guest Safety Continued

- Food vendors that need to be connected to electrical, water and sewage will also need an appointment – we estimate that we can assist 2 vendors every 30 minutes
- Vendors, Electricians and operations team must wear masks. Staff will also be required to wear gloves when coming in close contact with vendors and their equipment

II. Concessionaires – Food Service

- All food companies must be familiar with Utah Covid-19 restaurant guidelines. Each vendor is required to submit their Covid safety plan to Fairpark leadership by August 30. Failure to comply will result in forfeiture of booth and deposit monies
- Encourage Pre-ordering food and pick-up window will be available to public through an online system or app platform
- Vendors can also take orders in line or at the register issuing an order number – guests would receive a text when order is ready or be called through a digital board at the pick-up window
- Concession stands that operate with counters in front of their trailer must have Plexiglass installed between their cashiers and public, cashiers must be behind the counter with 6 feet distance between each station
- All Vendors and staff are required to wear masks or face covers and wear gloves when interacting with guests
- No condiment tables and self-service utensil stations will be allowed
- Condiments, napkins, and silverware when needed should be provided in sealed packages
- Corndogs and any “walk while eat” items should be half-wrapped when handed to customer to avoid hand to hand contact
- Customer will pick-up their order from the counter – the employee will place the order on the counter to be picked-up by customer avoiding hand to hand contact

Employee & Guest Safety Continued

- Face mask must be worn at all times when on Fairpark grounds
- Cash transactions will be strongly discouraged at concession locations – payments will be handled via credit card
- Credit card stations facing customer should be installed to avoid cashier touching the public customer credit card
- Terminal screens must be sanitized in between users
- Touchless payment options should be encouraged prior to the event through social media and signs around the Fair by concession stands
- If cashier must handle the credit card, then he should sanitize hands and exchange gloves must be worn
- The POS terminal should only be used by one cashier and before exchanging shifts with a different employee, terminal must be clean and sanitized for the next person
- Concessions trailer or food truck must be carefully cleaned and sanitized after Fair closes and prior it opens – stands will be inspected daily prior event opening by Fair staff
- Concessions trailers or food trucks should be placed 20-30 feet apart from each other to facilitate queuing lines and social distance
- Lines should be avoided however if lines are necessary. Vendors must use stanchions and mark lines on the ground using the 6 feet distance rule
- To facilitate vendors' load-in in the morning, grounds should be open an hourly early than usual for concessionaires to allow more time to safely re-stock their stands and sanitize trailer – 6/6:30 am is the suggested time

Employee & Guest Safety Continued

- Coordinate with food & beverage distributors ensuring products are safely delivered and stored
- Refill programs with same cup are prohibited during 2020 Fair
- Self-serve fountain stations are prohibited during 2020 Fair

III. The use of food courts and common area

- Number of vendors in the North Food Court will be decreased to 4 vendors in the Buildings to allow social distance between employees, safe storage, cleanliness, and allow for social distancing for guest
- Fairpark when necessary will install hand washing stations in strategic locations eliminating interactions between different operators in the commissary area
- Seating will be restricted allowing for social distancing of 6 feet in between household groups
- Tables and seats will be cleaned and sanitized after each use— sanitizer stations and wipes will be made available in all dining areas
- Indoor dining areas will be limited to of 50% occupancy or a minimum of 8 feet in between guest which ever is greater to allow for social distancing
- Guest traffic will be restricted to one way when available

Employee & Guest Safety Continued

IV. Adult Beverage Stands

- ID Checking stations should be properly equipped with Plexiglas to protect employees from coming in close contact with customers
- ID checkers will wear masks along with gloves to scan IDs – customer should hold the ID while checked instead of handing it to the employee
- A reasonable amount of checking stations should be made available to avoid long lines, specially when social distance measures must to be practiced
- Cashless payment procedures preferred.
- Credit cards screens must be sanitized in between use
- A reasonable amount of beer stands must be provided to limit lines
- Drinks should be placed on the counter to be picked up by customer avoiding hand to hand contact
- Mask are mandatory while on the park, servers must wear gloves
- Coordinate with distributors how product will be safely stored and delivered to the concessionaire
- Vendors must deliver their guest and employee Covid safety plan for review and discussion no later than August 30. Failure to comply will result in forfeiture of booth.
- Employees must properly wash hands at least once every hour, preferably every 30 minutes

Employee & Guest Safety Continued

V. COMMERCIAL/Sponsor EXHIBITORS

- Mask must be worn at all times when on Fairpark grounds
- A maximum of 2 people will be allowed per 10x10 booth – including booth attendant
- Encourage cashless transactions between vendors and public
- Credit card screens must be sanitized in between use
- Encourage Commercial exhibitors must wear masks and gloves when in close contact with customers
- Provide hand sanitizers around the buildings and outside nearby booths
- Guide vendors to discourage customers from physically entering the booths
- Increase number of vendor supervisors to monitor amount of people visiting buildings –
- Keep entrance doors always open to limit public contact by opening and closing it – Position door attendants
- Implement a ONE-WAY traffic system in the buildings with proper signage and arrows marked on the floors or at eye level
- Encourage vendors to ship merchandise to their homes when possible to avoid handling items hand to hand between customers

VI. Sanitation

- All staff must wear mask and when applicable wear gloves while on Fairpark Grounds
- Recycling and waste management NON-CONTACT SOLUTION
- Trash cans must be washed daily

Employee & Guest Safety Continued

VI. Sanitation Continued

- Restroom surfaces will be wiped down after each use
- Restrooms will be electrostatic cleaned nightly with an EPA/FDA approved disinfectant
- All contact points throughout the facility will be wiped down with BIO-protect disinfectant every 30 minutes

VII. Guest Safety

- Guest will need an electronic ticket to enter the grounds. Guest must provide contact information in order to secure a ticket.
- All guest will be required to wear mask while on Fairpark grounds. Children under the age of 3 will be exempt
- Guest will be asked to check a box acknowledging the rules prior to being allowed to make a purchase.
- Signage will be prominently displayed throughout the grounds and at all entry points reminding guest of our policies.
- Guest who refuse to follow our rules will be politely reminded of the policy and if necessary escorted off the grounds.

* The policy is a living documents therefore subject to change

Options

Option#1 (recap)

- Host modified fair
- Jr Livestock show
- Jr Livestock Auction
- 4-H and FFA Exhibits
- Arena events Utah's Own Rodeo, Monster truck Demo Derby maximum audience size of 4,500 (Arena capacity 10,500)
- Offer limited rides and carnival midway
- Food vendors
- Commercial Vendors
- Local musicians/artiest playing to small audience

Option #1 -A 6,000 Attendance

Utah State Fair Corporation

Proforma P&L for 2020 Fair

6k per day, Derby, Monster Trucks and Rodeo. No Concerts, no grounds acts.

	2019 Actual	2020 Proforma	Variance	Scenarios
Ordinary Income/Expense				
Income				
Total Contributions / Sponsorships	146,528.86	111,234.16	(35,294.70)	
Fair Revenue				
48930 · Fair Gate Admissions	1,259,226.83	444,840.00	(814,386.83)	Capped at 6k per day
49870 · Entertainment Admissions	450.00	-	(450.00)	
49871 · Entertainment Arena	921,372.97	389,560.00	(531,812.97)	2 Cons, derby, tks, rodeo
48920 · Fair Parking	321,119.08	118,800.00	(202,319.08)	
48830 · Carnival Rental Income	437,110.93	133,320.00	(303,790.93)	
48860 · Fair Concessions	639,993.96	195,360.00	(444,633.96)	
49860 · Merchandise Sales	52,920.97	21,168.39	(31,752.58)	Down 60%
48840 · Commercial Space Rent	315,652.00	284,086.80	(31,565.20)	Down 10%
48910 · Competitive Entry Fees	30,900.30	12,000.00	(18,900.30)	Livestock Only
48992 · Miscellaneous Income - FAIR	14,465.34	14,465.34	-	
48961 · Feed, Forage, Bedding	-	-	-	
Total Fair Revenue	3,993,212.38	1,613,600.53	(2,379,611.85)	
Total Jr Livestock Auction	14,807.50	14,807.50	-	
Total Income	4,154,575.74	1,739,669.19	(2,414,906.55)	
Total COGS	24,650.78	-	(24,650.78)	No Fair Cups
Gross Profit	4,129,924.96	1,739,669.19	(2,390,255.77)	
Expense				
Total Advertising & Legal	332,946.23	150,178.89	(182,767.34)	
Total Awards & Premiums	200,808.11	113,000.00	(87,808.11)	
Total Board Member Expenses	8,719.11	1,500.00	(7,219.11)	
Total Contract Services	1,625,012.28	563,425.20	(1,061,587.08)	
Total Data Processing	8,371.01	8,371.01	-	
Total Equipment Rental	175,417.78	140,799.22	(34,618.56)	
Total Maintenance Expenses	93,052.20	84,198.46	(8,853.74)	
Total Miscellaneous Expense	30,922.09	29,966.58	(955.51)	
Total Office Expense	29,799.99	29,799.99	-	
Total Payroll Expenses	391,168.90	285,451.90	(105,717.00)	
Total Processing Fees	54,230.04	48,915.06	(5,314.98)	
Total Public Relations Expenses	300.00	300.00	-	
Total Sponsorships/ Donations	33,464.68	33,464.68	-	
Total Travel Expenses	4,016.16	4,016.16	-	
Total Expense	2,988,228.58	1,493,387.15	(1,494,841.43)	
Net Ordinary Income	1,141,696.38	246,282.04	(895,414.34)	

Option #1-B 12,000 Attendance

Utah State Fair Corporation Proforma P&L for 2020 Fair

12K max attendance, No Concerts, Monster Trucks, Derby, Rodeo and No Grounds acts.

	2019 Actual	2020 Proforma	Variance	Scenarios
Ordinary Income/Expense				
Income				
Contributions / Sponsorships	146,528.86	111,234.16	(35,294.70)	
Fair Revenue				
48930 • Fair Gate Admissions	1,259,226.83	843,773.86	(415,452.97)	Capped at 12k per day
49870 • Entertainment Admissions	450.00	450.00	-	
49871 • Entertainment Arena	921,372.97	389,560.00	(531,812.97)	Less 1 Concert
48920 • Fair Parking	321,119.08	225,340.20	(95,778.88)	\$1.80 per person
48830 • Carnival Rental Income	437,110.93	252,881.78	(184,229.15)	\$2.02 per person
48860 • Fair Concessions	639,993.96	370,559.44	(269,434.52)	\$2.96 per person
49860 • Merchandise Sales	52,920.97	37,044.68	(15,876.29)	Down 30%
48840 • Commercial Space Rent	315,652.00	284,086.80	(31,565.20)	Down 10%
48910 • Competitive Entry Fees	30,900.30	12,000.00	(18,900.30)	Livestock Only
48992 • Miscellaneous Income - FAIR	14,465.34	14,465.34	-	
48961 • Feed, Forage, Bedding	-	-	-	
Total Fair Revenue	3,993,212.38	2,430,162.10	(1,563,050.28)	
Jr Livestock Auction	14,807.50	14,807.50	-	
Total Income	4,154,575.74	2,556,230.76	(1,598,344.98)	
Total COGS	24,650.78	-	(24,650.78)	No Fair Cups
Gross Profit	4,129,924.96	2,556,230.76	(1,573,694.20)	
Expense				
Total Advertising & Legal	332,946.23	150,178.89	(182,767.34)	
Total Awards & Premiums	200,808.11	113,000.00	(87,808.11)	
Total Board Member Expenses	8,719.11	1,500.00	(7,219.11)	
Total Contract Services	1,625,012.28	577,991.08	(1,047,021.20)	
Total Data Processing	8,371.01	8,371.01	-	
Total Equipment Rental	175,417.78	140,799.22	(34,618.56)	
Total Maintenance Expenses	93,052.20	88,625.33	(4,426.87)	
Total Miscellaneous Expense	30,922.09	29,966.58	(955.51)	
Total Office Expense	29,799.99	29,799.99	-	
Total Payroll Expenses	391,168.90	285,451.90	(105,717.00)	
Total Processing Fees	54,230.04	70,174.99	15,944.95	
Total Public Relations Expenses	300.00	300.00	-	
Total Sponsorships/ Donations	33,464.68	33,464.68	-	
Total Travel Expenses	4,016.16	4,016.16	-	
Total Expense	2,988,228.58	1,533,639.84	(1,454,588.74)	
Net Ordinary Income	1,141,696.38	1,022,590.92	(119,105.46)	

Option #2

Eliminate Arena events option:

- Program carnival rides, food trailers and trucks on the west side of the park
- Program commercial exhibitors inside the market building and possibly tents.
- Program south plaza stage with a single nightly performer
- Host the Livestock show
- Activate BYF
- Activate little hands
- Hold the livestock auction inside the grand building the animals would be in the show ring. The buyers would be inside the grand building ensuring social distancing
- Extend weekend hours closing at midnight
- Eliminate all entries into the fair with the exception of 4-H. We will not have the resources to clean and sanitize all of the exhibits. Nor the resources to manage nor secure the large contingency of part time workers required for the fair.

Option #2-A 6,000 Attendance

Utah State Fair Corporation
Proforma P&L for 2020 Fair
False False 6k per day, No Arena Events, no grounds acts.

	2019 Actual	2020 Proforma	Variance	Scenarios
Ordinary Income/Expense				
Income				
Total Contributions / Sponsorships	146,528.86	111,234.16	(35,294.70)	
Fair Revenue				
48930 · Fair Gate Admissions	1,259,226.83	444,840.00	(814,386.83)	Capped at 6k per day
49870 · Entertainment Admissions	450.00	-	(450.00)	
49871 · Entertainment Arena	921,372.97	-	(921,372.97)	2 Cons, derby, tks, rodeo
48920 · Fair Parking	321,119.08	118,800.00	(202,319.08)	
48830 · Carnival Rental Income	437,110.93	133,320.00	(303,790.93)	
48860 · Fair Concessions	639,993.96	195,360.00	(444,633.96)	
49860 · Merchandise Sales	52,920.97	21,168.39	(31,752.58)	Down 60%
48840 · Commercial Space Rent	315,652.00	284,086.80	(31,565.20)	Down 10%
48910 · Competitive Entry Fees	30,900.30	12,000.00	(18,900.30)	Livestock Only
48992 · Miscellaneous Income - FAIR	14,465.34	14,465.34	-	
48961 · Feed, Forage, Bedding	-	-	-	
Total Fair Revenue	3,993,212.38	1,224,040.53	(2,769,171.85)	
Total Jr Livestock Auction	14,807.50	14,807.50	-	
Total Income	4,154,575.74	1,350,109.19	(2,804,466.55)	
Total COGS	24,650.78	-	(24,650.78)	
Gross Profit	4,129,924.96	1,350,109.19	(2,779,815.77)	
Expense				
Total Advertising & Legal	332,946.23	150,178.89	(182,767.34)	
Total Awards & Premiums	200,808.11	113,000.00	(87,808.11)	
Total Board Member Expenses	8,719.11	1,500.00	(7,219.11)	
Total Contract Services	1,625,012.28	317,330.20	(1,307,682.08)	
Total Data Processing	8,371.01	8,371.01	-	
Total Equipment Rental	175,417.78	140,799.22	(34,618.56)	
Total Maintenance Expenses	93,052.20	84,198.46	(8,853.74)	
Total Miscellaneous Expense	30,922.09	29,966.58	(955.51)	
Total Office Expense	29,799.99	29,799.99	-	
Total Payroll Expenses	391,168.90	285,451.90	(105,717.00)	
Total Processing Fees	54,230.04	48,915.06	(5,314.98)	
Total Public Relations Expenses	300.00	300.00	-	
Total Sponsorships/ Donations	33,464.68	33,464.68	-	
Total Travel Expenses	4,016.16	4,016.16	-	
Total Expense	2,988,228.58	1,247,292.15	(1,740,936.43)	
Net Ordinary Income	1,141,696.38	102,817.04	(1,038,879.34)	

Option #2-B 12,000 Attendance

Utah State Fair Corporation

Proforma P&L for 2020 Fair

12K Max Attendance, No Arena Events and No Grounds acts.

	2019 Actual	2020 Proforma	Variance	Scenarios
Ordinary Income/Expense				
Income				
Contributions / Sponsorships	146,528.86	111,234.16	(35,294.70)	
Fair Revenue				
48930 • Fair Gate Admissions	1,259,226.83	843,773.86	(415,452.97)	Capped at 12k per day
49870 • Entertainment Admissions	450.00	-	(450.00)	
49871 • Entertainment Arena	921,372.97	-	(921,372.97)	Less 1 Concert
48920 • Fair Parking	321,119.08	225,340.20	(95,778.88)	\$1.80 per person
48830 • Carnival Rental Income	437,110.93	252,881.78	(184,229.15)	\$2.02 per person
48860 • Fair Concessions	639,993.96	370,559.44	(269,434.52)	\$2.96 per person
49860 • Merchandise Sales	52,920.97	37,044.68	(15,876.29)	Down 30%
48840 • Commercial Space Rent	315,652.00	284,086.80	(31,565.20)	Down 10%
48910 • Competitive Entry Fees	30,900.30	12,000.00	(18,900.30)	Livestock only
48992 • Miscellaneous Income - FAIR	14,465.34	14,465.34	-	
48961 • Feed, Forage, Bedding	-	-	-	
Total Fair Revenue	3,993,212.38	2,040,152.10	(1,953,060.28)	
Jr Livestock Auction	14,807.50	14,807.50	-	
Total Income	4,154,575.74	2,166,220.76	(1,988,354.98)	
Total COGS	24,650.78	-	(24,650.78)	No Fair Cups
Gross Profit	4,129,924.96	2,166,220.76	(1,963,704.20)	
Expense				
Total Advertising & Legal	332,946.23	150,178.89	(182,767.34)	
Total Awards & Premiums	200,808.11	113,000.00	(87,808.11)	
Total Board Member Expenses	8,719.11	1,500.00	(7,219.11)	
Total Contract Services	1,625,012.28	331,896.08	(1,293,116.20)	
Total Data Processing	8,371.01	8,371.01	-	
Total Equipment Rental	175,417.78	140,799.22	(34,618.56)	
Total Maintenance Expenses	93,052.20	88,625.33	(4,426.87)	
Total Miscellaneous Expense	30,922.09	29,966.58	(955.51)	
Total Office Expense	29,799.99	29,799.99	-	
Total Payroll Expenses	391,168.90	285,451.90	(105,717.00)	
Total Processing Fees	54,230.04	70,174.99	15,944.95	
Total Public Relations Expenses	300.00	300.00	-	
Total Sponsorships/ Donations	33,464.68	33,464.68	-	
Total Travel Expenses	4,016.16	4,016.16	-	
Total Expense	2,988,228.58	1,287,544.84	(1,700,683.74)	
Net Ordinary Income	1,141,696.38	878,675.92	(263,020.46)	

Content

Option #3

Livestock Only

- Program the Livestock, 4-H and FFA exhibits “no carnival, arena events”
- No vendors or food booths
- Hold the livestock auction inside the grand building, the animals would be in the show ring. The buyers would be inside the grand building ensuring social distancing

Option #3

Utah State Fair Corporation
Proforma P&L for 2020 Fair
Jr Livestock Show and Auction Only

	2019 Actual	2020 Proforma	Variance	Scenarios
Ordinary Income/Expense				
Income				
Total Contributions / Sponsorships	146,528.86	-	(146,528.86)	
Fair Revenue				
48930 • Fair Gate Admissions	1,259,226.83	-	(1,259,226.83)	
49870 • Entertainment Admissions	450.00	-	(450.00)	
49871 • Entertainment Arena	921,372.97	-	(921,372.97)	
48920 • Fair Parking	321,119.08	-	(321,119.08)	
48830 • Carnival Rental Income	437,110.93	-	(437,110.93)	
48860 • Fair Concessions	639,993.96	-	(639,993.96)	
49860 • Merchandise Sales	52,920.97	-	(52,920.97)	
48840 • Commercial Space Rent	315,652.00	-	(315,652.00)	
48910 • Competitive Entry Fees	30,900.30	5,400.00	(25,500.30)	Livestock Only
48992 • Miscellaneous Income - FAIR	14,465.34	-	(14,465.34)	
48961 • Feed, Forage, Bedding	-	-	-	
Total Fair Revenue	3,993,212.38	5,400.00	(3,987,812.38)	
Total Jr Livestock Auction	14,807.50	14,807.50	-	
Total Income	4,154,575.74	20,234.50	(4,134,341.24)	
Total COGS	24,650.78	-	(24,650.78)	
Gross Profit	4,129,924.96	20,234.50	(4,109,690.46)	
Expense				
Total Advertising & Legal	332,946.23	-	(332,946.23)	
Total Awards & Premiums	200,808.11	42,000.00	(158,808.11)	
Total Board Member Expenses	8,719.11	-	(8,719.11)	
Total Contract Services	1,625,012.28	5,000.00	(1,620,012.28)	
Total Data Processing	8,371.01	-	(8,371.01)	
Total Equipment Rental	175,417.78	-	(175,417.78)	
Total Maintenance Expenses	93,052.20	-	(93,052.20)	
Total Miscellaneous Expense	30,922.09	1,500.00	(29,422.09)	
Total Office Expense	29,799.99	-	(29,799.99)	
Total Payroll Expenses	391,168.90	2,500.00	(388,668.90)	
Total Processing Fees	54,230.04	-	(54,230.04)	
Total Public Relations Expenses	300.00	-	(300.00)	
Total Sponsorships/ Donations	33,464.68	-	(33,464.68)	
Total Travel Expenses	4,016.16	4,016.16	-	
Total Expense	2,988,228.58	55,016.16	(2,933,212.42)	
Net Ordinary Income	1,141,696.38	(34,781.66)	(1,176,478.04)	

Thank You